

The next step is to write your email campaign.

Follow these guidelines:

- 1) Use ONE word processing document for the entire campaign.
- 2) To start, Type out: email #1, email #2, and so on, on a different page in the document (so for a 21 email campaign, you would have 21 pages.
- 3) Following the guidelines I taught you in the above training, add a description to each email - for example, email 1: initial download, email 2: reminder download, email 3, additional credibility, and so on
- 4) Once you write something that will go in all the emails, for example: Dear {!firstname_fix}, copy and paste it into all the emails. You could write this:

Subject line:

Dear {!firstname_fix}

To your success,

Your Name

And copy and paste that into all 21 emails.

Then you just fill in the blanks for the subject line and the content.

This makes the campaign work almost like an assembly line.

- 4) Then go through all the emails and add as much content as comes naturally based on what the topic of that email is going to be. Don't try to complete all the emails in one sitting.
- 5) In the next sitting, read each email, asking, what should I add (or delete) to make this email stronger?
- 6) In the next sitting, add in any links you may have left out (for example, links to product sales pages, articles, etc.)

7) Read through the entire email campaign in one sitting. It should almost feel as though you are reading a story - each email should flow nicely to the next. When you do this, people begin to expect your next email - and look forward to reading it. When you come to 2 emails that don't flow, think about writing another email between them. Or perhaps change the order of some of the emails.

Recommended order:

Email 1: Initial Download Delivery (credibility link in signature)

Email 2: Second Chance to Download (credibility link in signature)

Email 3: Additional training or deliverable; different format than initial download, for example, if initial download was a pdf, use an mp3 for this, and vice versa (credibility link in signature)

Email 4: Additional Credibility

Email 5: Engagement Email statement/question

Email 6: Engagement Email question based on yesterday's question

Email 7: Engagement Email - homework assignment style

Email 8: Begin prelaunch of coaching or training; for example, ask question about how it would to someone to have the result your coaching would deliver

Email 9: Another prelaunch, possibly teaching something short, then indicating that you are opening coaching slots tomorrow

Email 10: Announcing coaching program!

Email 11: More info on coaching program

Email 12: Questions and answers about coaching program

Email 13: More details about results from coaching program

Email 14: Final notice to get into coaching program

Email 15: Content Email (with credibility link in signature)

Email 16: Content Email (with credibility link in signature)

Email 17: Engagement email (statement - question)

Email 18: Engagement Email question based on yesterday's question

Email 19: Engagement Email - homework assignment style

Email 20: Prelaunch for different training program

Email 21: More prelaunch for different training program

Email 22: Announcing Training Program!

Email 23: More info on training program

Email 24: Questions and answers about training program

Email 25: More details about results from training program

Email 26: Final notice to get into training program

Notice that starting with email 15, it is basically a loop (although different) content of the order and type of emails starting with day 1.

You can do this repeatedly into the future, but instead of a daily or nearly daily pattern, instead, possibly one launch per month.

Also: You can do 2 emails in one day, when appropriate, skip a day from time to time, etc. (meaning that email 6 is not necessarily on day 6, and so on)

Here is an example, using emails 4-15 in the example:

Day 4 - 11 AM ET: Email 4: Additional Credibility

Day 4: 7 PM ET Email 5: Engagement Email statement/question

Day 5: Email 6: Engagement Email question based on yesterday's question

Day 6: Email 7: Engagement Email - homework assignment style

Skip day or two - or better yet, roll forward to Monday of following week:

Monday AM: Email 8: Begin prelaunch of coaching or training; for example, ask question about how it would to someone to have the result your coaching would deliver

Monday PM: Email 9: Another prelaunch, possibly teaching something short, then indicating that you are opening coaching slots tomorrow

Tuesday AM: Email 10: Announcing coaching program!

Tuesday PM: Email 11: More info on coaching program

Wednesday AM: Email 12: Questions and answers about coaching program

Thursday AM: Email 13: More details about results from coaching program

EITHER Thursday evening OR Saturday evening: Email 14: Final notice to get into coaching program

Skip 2-3 days: Email 15: Content Email (with credibility link in signature)

Final note: Please understand this is a sample routing of an email campaign. Yours can have more or less of each kind of email, and can be spaced further apart, etc. Remember, it is YOUR campaign, not mine. And your content and questions will be different than mine. The key is that when you initially write it, it flows from day 1 to the end. That's why I suggest writing it all in one document, like I do mine, so you can read the entire campaign at one time. The second key is that once you are making sales, determine which emails and pages contribute to sales, and which do not (I teach you how to do that in the training mp3s)

And here is a sample of one of my actual campaigns (that was the exact actual campaign when I created it, there may have been a few changes since, but it is very much what I use now for my primary general non-buyer list):

Here are the first 21 emails of one of my own campaigns:

Day 0 email:

[\\$15k Blueprint download page](#)

~Contact.FirstName~

Your \$15k Blueprint Download Page:

<http://secrets-of-internet-success.com/infomarketing/1stdaydownloadpage.htm>

To your success,

Sean Mize

Day 0, second email:

[What is true success with an info business?](#)

~Contact.FirstName~

Here's the thing...I hear this
all the time...

People asking me for advice on article
marketing, blog marketing, content
marketing, creating products, delivering
coaching, etc....

But those are all distractions, in a sense.

You see, if someone's business isn't making money...
then usually just fixing one thing...using a new tactic...
isn't going to solve the problem.

You see, if the business model is flawed or isn't
working, more traffic's not going to fix it.

Another product isn't going to fix it.

A common pattern online is that someone is
looking to increase traffic, so they go buy
a training to learn a certain kind of traffic.

They use that for a month, sales don't go
up, they figure that source doesn't work.

So they go buy another training on a different
kind of traffic.

And the next month the same thing.

Or they are getting the traffic they need, but they aren't

building relationships with subscribers and making sales - so they buy a product to teach them to do that...same thing, they don't get the results they need.

So next month, something else...

Of course for each person, it's a little different.

But the problem is this constant search for new tactics.

Tactics don't make your business.

A complete business model that works across the board and an understanding of the psychology that makes internet business happen makes your business.

One that works for everyone, not just 1% of the people who try it.

That's the problem with most of the business models online - they work occasionally.

But you don't want to build an "occasional" business, do you?

You want to build a solid business that will stand the test of time, right?

Since you are reading this email...unless you scroll to the bottom and unsubscribe, I have prepared a set of emails that will come to you over time, about 1 every 2-3 days or so...

I will teach you this business model.

Some teachings will be in the email.

For some you will be given a link to go to the training.

For some there will be an audio.

But I can tell you this...if you take action, read

every email, listen to what I send...in the next 90-180 days you are going to get a deeper education from me than you have likely gotten from any training you have ever gotten online from anyone at any price.

I don't say that to brag...just to tell it how it is -

I have been full time online now more than 5 years, with highly consistent income, and in the process I've coached hundreds of people, created dozens of products, had about 100,000 people optin to my lists, and I've written over 1000 emails.

And in the process, I have gained a deep understanding into the psychology of internet success, and I'll be sharing a lot of that with you.

Because I believe that if you are going to be successful, you need to understand the *why* - so you can implement strategies and tactics as a part of a grand plan to achieve your goals, not just because one tactic has worked for a few other people before.

So, welcome - I look forward to teaching you the *inside psychology* and high level strategies of the internet marketing world!

Sean Mize

<#91_Link-#1 Author Ezinearticles#>

<#81_Link-automate your machine#>

<#71_Link-30daycoachingbusiness#>

<#117_Link-complete#>

Day 1 email:

[I have written a letter ... IBMT](#)

~Contact.FirstName~

I have written a letter I'd like you to read:

<#175_Link-Info Business Mastery letter#>

To your success,

Sean

Day 1 second email:

My Thoughts on Success (Personal)

~Contact.FirstName~

Some time ago I was asked by someone who happens to be a Christian, who knows that I am...how I can reconcile my faith with the success teaching that I do.

And I have also wanted for some time now to do a teaching on specifically "success" (since so much of what I teach is the 'what to do' not the "success" part of it).

And I have been holding back on doing these trainings..and this week I finally decided to simply record them...and I have done this as one training (although it is broken into 2 parts because I didn't realize I had the recorder set to end at one hour, so the second part is the last 15 minutes or so).

Anyhow, here are the recordings, please let me know your thoughts:

part 1:

<http://www.audioacrobat.com/play/WFM5njWX>

part 2:

<http://www.audioacrobat.com/play/WfLF43WX>

To your success,

Sean

Day 2 (rounded till next Monday)

(Rounding means it is sent the first Monday on or after day 2)

Are you tired of not making what you deserve online???

From: Sean Mize

To: ~Contact.FirstName~:

Do you ever feel like this,
like most of your failure is
coming because you keep
trying different little things,
things that probably mostly
promise really fast results and
then when you get them, they are incomplete?

You are trying hard, buying
different products, WSOs (are you addicted?),
reading this and that, learning more all the time -
but you aren't getting real results ?

The thing is, the internet is
becoming a flood of information.
Too much information.

And in order to cut through that
flood of information you need . . . direction.

Clarity.

You need to know exactly what to do to get
results, instead of trying something
new each day, hoping you will stumble
on the answer because someone
promised you a zillion dollars if you
get their 3 click push button system.

Here's an exercise I think will
give you some clarity, if you'll
seriously take 10 minutes and do it:

Write out at least paragraph of exactly
what your life would look like
one year from now if you had a \$100k online business:

What would your life look like?

How would that feel?

How would your life be better?

Now . . . for the second part of the exercise:

Write what your life will look like if you
keep doing what you are doing, continuing
to do the things that are NOT getting you to \$100k:

If you keep stumbling around,
buying lots of information,
trying to do it on your own,
what is your life going to look like?

Be serious, be honest, nobody has to see it.

So . . . what is the difference?

Do you want to keep doing what you are doing . . .
or are you willing to make a change
so that your life can be like you wrote
in the first part of the exercise?

It's your choice, you see.

Only you can make the choice.

Are you ready to make a change?

Day 2 email:

My big breakthrough my 5th month online that changed my life

~Contact.FirstName~

Heart to heart here.

What does it take to truly go full-time online?

Let me brag for a second here:

I've done it.

There were 2 keys:

1) I created products people wanted to buy. They bought them.

Then I created more products. They bought them.

But that was only about 1/3 of the equation.

My big breakthrough was my 5th month after I launched this business.

I had already written 2 ebooks and launched a "done for you" package.

But my big breakthrough was when I launched my first coaching program my 5th month.

I didn't know what I was doing.

I just asked folks if they wanted my help.

22 people enrolled to work with me, paying a monthly fee to work with me.

I did \$5540 that month, my 5th month online.

And coaching has been the backbone of my business ever since.

It is a primary driver.

THE primary driver.

Look, I KNOW this goes against what other people are teaching.

Shoot, even I tell beginners they just need to create a couple of products first - because most of 'em don't have the confidence to just do it - just launch a coaching program.

But, frankly speaking here - that is just the beginning, in a way a crutch for people who don't "get it" yet -

You gotta start a coaching program.

And it's easy now, because I have created a 30 Day Coaching Business Training Program

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that will lead you every step of the way to creating
your own coaching program fast.

Read about it here:

<#71_Link-30daycoachingbusiness#>

To your success,

Sean Mize

<#71_Link-30daycoachingbusiness#>

Day 3:

- The one question you should ask every morning -

~Contact.FirstName~

What is the one thing you could do today that when completed would make you feel that you had a successful day?

Ok, stop doing anything else, and do that one thing.

Celebrate at the end of the day.

Do this every day for one year and you will have 365 successful days.

How would your life be different if you had 365 successful days in the next year?

To your success,

Sean

Day 3 (rounded to next Tuesday)

Do you need a coach????

From: Sean Mize

To: ~Contact.FirstName~

Do you need a coach?

Here's the thing - you already know what to do online to have success -

In fact, you probably know what to do to have success in 10 different ways online.

But the truth of the matter is, none of them are making you the kind of money you want.

Why not?

It's probably not for lack of information.

You probably have hundreds of hours of training on your computer right now.

Maybe you have invested thousands online and don't have anything to show for it.

Maybe you are addicted to WSO's.

Maybe you are addicted to getting new information about the newest ways to make money.

But all that new information each day isn't making you a red cent.

So what is it?

Could it be that you need someone to take you by the hand and show you how it's done?

How about if you could talk with someone who's "been there, done that" once a week, let him look at your pages, products, processes, tell you why something's not working?

Now - that's something that would make a difference, right?

But you can't get that in a box.

You can't get that by buying just another box of training.

You can't get that by buying another 10 hours of audio training.

Coaching isn't like that.

Coaching is personal. Coaching is working with you personally, helping you get your own business up and running in a way that feels comfortable to you.

If you aren't succeeding - my best guess is you don't have a coach.

Someone whom you talk with each week.

Focus on what's not working so you can fix it.

Show you what is working so you can tweak it and scale it.

So let me ask you this -

How would it feel to have someone take you by the hand, and work you personally to take you to the next level?

Here's the thing - on Thursday I am opening the doors to a brand new coaching program where I will be able to do just that - work with you personally over the next year to help you get to \$100k this year.

Be looking for some more great information from me tomorrow, before the launch - I am going to be sending you some great free training tomorrow - and I look forward to working with you this year to get to \$100k (if that's what you want, of course :-)

To your success online in 2012,

Sean Mize

P.S. Because of the personal nature of the coaching, I can't take on everyone - so if you want to make sure you get notified first, just click the link below - it will put you on a special list and make sure you can get in the first day -

<#165_Link-early bird access 100k coaching#>

Day 3 (rounded to next Tuesday)

Information Overload

Information overload.

It's a real problem online these days.

I mean, consider this:

<http://succeedwithsean.com/onedayspecial/FreedomCodedownload6s9o1kdownload.htm>

There are 20 hours of training from me,
I used to sell some of that training for \$497

But now I just give it away.

I have hundreds more hours just like that.

And so do most of the others out there who
have done what I done, would be my guess.

You can get free training all over the place - youtube,
my list, other lists, and that's not counting
10 hours of training for \$7 (WSO's).

Information Overload.

And the truth of the matter is - people aren't making MORE money as a result of all the information.

In fact, if you are like most people, the more information you get, the more confused you get.

And confused isn't going to get you what you want.

Clarity is.

You don't need more information.

You need clarity.

Direction.

A coach.

Someone who cares, who will take you by the hand and personally help you get to \$100k.

And if you want me to, I'd like to personally coach you to \$100k this year.

And tomorrow, I am opening brand new coaching access to me - this will be personal, I will work with you personally with the singular goal of getting you to \$100k this year.

If that's what you want, click below to get on the early bird list - because this is personal, it might fill up with just early - birds - so if you want a chance to work with me this year, just click below to get on the early bird list:

<#165_Link-early bird access 100k coaching#>

Day 4:

Yes, you can create a coaching program - use my simple plan

~Contact.FirstName~

I believe that anyone can create a coaching program.

In fact, I think it's easier than creating a product.

I mean, with a product, you have to sit

down and create it, with no audience.

It's not easy to stay motivated to do that.

But...if you have just one client that needs your help - call it coaching - or your help over the telephone - or whatever -

if you have just one client that needs your help and they agree to pay you... whatever, \$100, \$500, \$1000, whatever, to help them, then you just get on the phone with them and....help them.

Answer their questions.

Give them advice.

Give them a plan.

Teach them to do what you already know.

That is one on one coaching.

It's that easy.

And here's how to juice it up:

Give them a discount for letting you record helping them.

Sell the recordings as a home study course.

Now you have your first product.

Hope this is useful to you!

Sean Mize

<#91_Link-1 Author Ezinearticles#>

<#71_Link-30daycoachingbusiness#>

<#81_Link-automate your machine#>

Day 4 (rounded to Wednesday)

Early Bird Charter Access to My Brand New \$100k Coaching

~Contact.FirstName~

As promised, your early bird charter access to work with me personally for 12 months:

<#167_Link-100k Coaching With Sean Mize#>

I look forward to working with you!

Sean Mize

Day 4 (rounded to Wednesday)

How would it feel to make \$100k this year????

~Contact.FirstName~

<#165_Link-early bird access 100k coaching#>

Sean Mize

<http://www.secrets-of-internet-success.com/>

<http://www.secrets-of-internet-success.com/Recordings/aboutcoachingwithsean.mp3>

Day 5:

How to Easily Create a Coaching Business From Scratch (free recording)

~Contact.FirstName~

Here is a free training that will teach you
how to create a coaching business from scratch:

[http://www.secrets-of-internet-success.com/Recordings/advanced/
coachingbusinessoverview.mp3](http://www.secrets-of-internet-success.com/Recordings/advanced/coachingbusinessoverview.mp3)

To your success,

Sean Mize

<#79_Link-30daycb-payments#>

Day 5 (rounded to Thursday)

Announcing my Brand New \$100k Coaching With Sean Mize

~Contact.FirstName~

How would it feel to work personally with me

for one year to get your business up and running?

You'd have virtually unlimited access to me for advice, questions, anything you need - unlimited email access to ask and get advice on anything you are working on, PLUS talk with me personally once per week, live on the telephone.

Do you think that would speed up your success online?

If so, I suggest you sign up to work with me for one year -

<#167_Link-100k Coaching With Sean Mize#>

Notice: I can only take so many clients on at one time, so I reserve the right to remove this offer at any time.

If you want to work with me personally for one year:

<#167_Link-100k Coaching With Sean Mize#>

I look forward to working with you!

Sean Mize

Day 5 (rounded to Thursday)

Announcing my Brand New \$100k Coaching With Sean Mize

~Contact.FirstName~

Announcing my brand new coaching with Sean Mize:

<#167_Link-100k Coaching With Sean Mize#>

I look forward to working with you!

Sean Mize

Day 6:

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How to Create a Coaching Business in 30 Days

~Contact.FirstName~

<#79_Link-30daycb-payments#>

To your success,

Sean Mize

Day 6 (rounded to Friday):

How Cynthia made \$20,389 in 3 months in my coaching program

~Contact.FirstName~

<#191_Link-Cynthia promotion#>

Sean

Day 6 (rounded to Friday)

5 spots left to work with me personally for one year

~Contact.FirstName~

5 spots left to get into my coaching program and work with me personally for one year:

So . . . if you want in, get in now:

<#167_Link-100k Coaching With Sean Mize#>

If you click on that link and the page isn't there . . .

I am sorry, but there aren't any spots left.

Sean Mize

Day 7 (rounded to Saturday)

I've just written a brand new 7 page pdf . . .

~Contact.FirstName~

I have just written a brand new pdf - it gives the exact path to \$100k in info marketing:

<#171_Link-Path to 100k PDF#>

To your success,

Sean Mize

<#167_Link-100k Coaching With Sean Mize#>

Day 10 (rounded to Tuesday)

Do you really want to work personally with me for one year, but can't swing \$984 up front????

~Contact.FirstName~

I've gotten a ton of requests from folks who REALLY want to work personally with me for a year to get to \$100k but they just can't swing the \$984 upfront.

And I've hesitated to do any kind of payments because I KNOW that people do more work - and get more results - when they are financially invested up front.

BUT . . . let me ask you this - if I could make a payment plan that works for you, do you want to get started today?

And you promise to actually do the work, so that you get the results and change your life?

If so - click the link below, I have created a payment page where you can sign up with a payment plan -

<#181_Link-payments - 100k coaching#>

Note: I don't know how long I will leave the payments page up - I am expecting a flood of clients from this, and may not leave this page up long:

<#181_Link-payments - 100k coaching#>

~Contact.FirstName~, I look forward to working personally with you to get you the results you want!

Sean

P.S.

(By the way, people who have already joined are already telling me things like they have learned more in the first week than with many products they have purchased from others in the past, they have a new-found clarity, and they can see that they are finally on the right path to success.

Do you want that? If so - get in now before the payments slots are full:

<#181_Link-payments - 100k coaching#>

Sean

Day 11 (rounded to Wednesday)

do you identify with this clients' frustration?

~Contact.FirstName~

A client sent me the following email:

"I am sorry for the headline, but I have to be honest with you. The only thing holding me back from purchasing your coaching program is Me. I am afraid that I won't execute any of it. And your material will sit on my computer doing nothing. That is my issue, not yours and right now that is what I have to get past. Any ideas? Besides being busy with my existing business, coaching cheerleaders and being a mom, I don't know why I can't execute, not sure if there is a fear issue somewhere. I am not afraid of failure--heck, that is my business, rejection is a minute by minute thing. What do you do with a person like me? I have my credit card out and ready to buy, but that little voice inside of me is saying, "forget it, you won't use it anyway and you'll have wasted your money"."

Do you ever feel that way?

Maybe that's why you haven't decided to get into coaching, but you know if you followed through and took action, you would get results -

But you are just stuck!

This is what I wrote back:

Let me ask you this:

2 questions - and please write at least a couple sentences describing each:

1) What would happen if you were to execute? How would your life be different? How would it feel if you achieved your one year goal in the next year?

2) What will happen if you don't? How will that feel?

And finally - how much longer are you willing to not execute?

What if you were to meet with me each week, at a required time, you are committed to be there - and each week you were to tell me what you had - or had not - executed?

Would that help?

Within 2 hours of me sending that response, she signed up to work with me for a year.

I recommend you do that assignment - and if you are ready, sign up to work with me for a year:

<#181_Link-payments - 100k coaching#>

Together, we will work on changing your life!

To your success,

Sean

Day 12 (rounded to Thursday)

re: Do you really want to work personally with me for one year, but can't swing \$984 up front????

~Contact.FirstName~

I've gotten a ton of requests from folks who REALLY want to work personally with me for a year to get to \$100k but they just can't swing the \$984 upfront.

And I've hesitated to do any kind of payments because I KNOW that people do more work - and get more results - when they are financially invested up front.

BUT . . . let me ask you this - if I could make a payment plan that works for you, do you want to get started today?

And you promise to actually do the work, so that you get the results and change your life?

If so - click the link below, I have created a payment page where you can sign up with a payment plan -

<#181_Link-payments - 100k coaching#>

Note: I don't know how long I will leave the payments page up - I am expecting a flood of clients from this, and may not leave this page up long:

<#181_Link-payments - 100k coaching#>

~Contact.FirstName~, I look forward to working personally with you to get you the results you want!

Sean

P.S.

(By the way, people who have already joined are already telling me things like they have learned more in the first week than with many products they have purchased from others in the past, they have a new-found clarity, and they can see that they are finally on

the right path to success.

Do you want that? If so - get in now before the payments slots are full:

<#181_Link-payments - 100k coaching#>

Sean

Day 13 (rounded to Friday)

How would it feel to have crystal-clear clarity each day on what the next step is?

~Contact.FirstName~

One of the keys to a successful internet business is clarity.

Here's why:

If each day when you start the day, you don't know what you are supposed to be doing - then you will end up spending the time NOT DOING the steps to build a business.

You ever find that happen to you?

You have big plans for the day, going to do this, do that, but at the end of the day you simply haven't accomplished what you set out to do?

That's what I am talking about.

Here's the solution:

Each day you need to know exactly what the next thing

is that you need to do in your business.

For example, in my business, there are 3 core areas I focus on each day:

- 1) traffic
- 2) the emails I write and send (like this)
- 3) the trainings I need to create to teach my clients what they need to learn

So each day, I need to know the next thing to do for each area each day.

For example, for traffic - that step could be to submit 50 articles, or buy a solo email ad, or do some seo work.

For the emails I write - I write the next email that I think my campaign needs to give you more clarity.

And for the training - I ask, what do people need to learn that I haven't already created a training for? Then create it.

I know this sounds simple.

It is.

Each day you simply know what the next step is that you need to do, and just do it.

In my case, each of those 3 steps takes about one hour to do.

Of course, to do this, you need to know what you want to accomplish in the long run (for example, one year, or 5 years) because if you don't you won't know what the next step is because you won't know where you are going (for example, if you are driving from Denver to Illinois, if you don't know that you are driving there, you won't know which direction to go on I-70, you won't know when to get on 270, you won't know when to get on I-80, you won't know what exit to take

for each leg of the drive.

So you must know where you are going before you determine the steps.

Then once you know where you are going, you can figure out the steps necessary.

Just like I've done. I have a goal. It requires x amount of traffic, divide that by 50 weeks, that's how much traffic I need to generate each week, it requires x number of sales, so I know that I need to create products and coaching that people really want, and it requires x amount of time freedom, which means I have to find unique ways to be super-laser-focused so that I can get the most done in the least amount of time.

And I have found that this concept of knowing what the next step to do is, each day, is critical.

Because it forces you to create a long - term goal (so you know what you are going to need a road map for), it forces you to sit down and determine (or learn from people who have done it before) the exact steps (like the exact turns to take to get from Denver to Illinois), and then once you know the exact steps, you just do the next thing that needs to be done.

Hope this helps :-)

Sean

That's the campaign.

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Day 13 is the last day - but with rounding forward sometimes it is day 18 or 19 before someone has received all the emails -

Sean Mize

